PHILIP MORRIS, U.S.A. INTEROFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Rick Stirlen ✓ DATE: July 8, 1986

FROM: Ted Jones

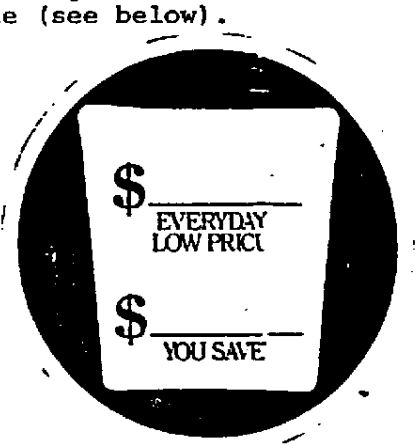
SUBJECT: "The Triple Play"

Below you will find modifications which Southland has requested in the printing of the "Triple Play" p.o.s Material. Also, for production purposes, you will find estimated quantities of each item that will be required.

P.O.S. Modifications

Tape - Add the wording, "Special 3-Pack Savings"

Header Card - Change the color of the background within the circle to white (see below).



Poster - Delete the wording "You Save _____"

P.O.S. Requirements

TO/T.J 7/14 →	19,440,000	"Triple Play" tape strips, 3,240 per store. Need a key line for Lou Cappelli.
TO/T.J. 7/15 →	6,000	"Triple Play" Header cards
	6,000	"Triple Play" Ceiling Danglers (new item)

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Source: https://www.industrydocuments.ucsf.edu/docs/kkwm0004

6,000	"Triple Play" Apron Cards for M-4 (new item)
6,000	"Triple Play" Window Posters
7,000	"Triple Play" Selling Brochures
10,000	"Triple Play" caps
10,000	"Triple Play" buttons

If you need any additional information, please call.

TLJ/mto

cc: L. Glennie
J. Gillis
E. Merlo
H. Mize
D. Nelson

Ted / mto

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